DATE: 07/12/93 SALES INFORMATION SYSTEM TIME: 16:23
SUBJECT: MOBIL OIL SENDER: W. J. ROTH/2940

TO: ALL DIVISIONS/DISTRICT MANAGERS CC: BETSY LISA STEVE ANN LANNY DAVE LORRAINE

SUB: MOBIL OIL

RE: WINSTON SELECT (6 STYLES)

LADIES AND GENTLEMEN:

I PRESENTED ALL 6 STYLES OF OUR WINSTON SELECT (B5G5F/B1G1F) PRODUCT TO MR. DAN PORTER, PROJECT MANAGER/RETAIL MERCHANDISING MANAGER AT MOBIL CORPORATE HEADQUARTERS IN FAIRFAX, VA.

MR. PORTER HAS APPROVED ALL 6 STYLES AND WILL ADVISE ALL MOBIL DISTRICT PROGRAM COORDINATORS FOR THEIR FULL PARTICIPATION.

PLEASE CONTACT YOUR RESPECTIVE MOBIL DISTRICT PROGRAM COORDINATOR TO SECURE FORCE-OUTS AND TIMING OF RJR PROMOTIONS.

YOUR ASSISTANCE WITH THIS CHAIN IS GREATLY APPRECIATED AND SHOULD YOU HAVE ANY QUESTIONS, PLEASE ADVISE.

IF YOU DO NOT HAVE ANY MOBIL STORES IN YOUR DIVISION, PLEASE DISREGARD.

IMPORTANT NOTE: MOBIL HEADQUARTERS IS VERY CONCERNED ABOUT THE POOR MAINTENANCE OF OUR PREF. PRESENCE UNITS. DURING THEIR STORE VISITS, MANY OF OUR PROMOTIONAL UNITS ARE EMPTY! ACCORDING TO MOBIL, THIS HAS BEEN AN ONGOING CONCERN WHICH HAS PLACED OUR PREF. PRESENCE PROGRAM IN JEOPARDY. TO ASSIST IN OUR MAINTENANCE, MR. DON PORTER HAS PROVIDED RJR WITH A BLANKET APPROVAL OF ALL RJR PROMOTIONS.

YOUR ASSISTANCE AND FOLLOW-THRU IS GREATLY APPRECIATED.

D.M. 7/14/93
T&D 8/31/93
S.R.M. / /
S.A.M. 7/27/93

*** END OF MESSAGE ***

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